ABSTRACT OF THE DISCLOSURE

An image data coding device and the like capable of improving the compression ratio of entropy coding of color image data is disclosed. The image data coding device converts input color image data into color image data whose color is expressed by color data and brightness data each represented by multiple bits. Setting a value of color data that corresponds to an achromatic color at 00h as one example, the image data coding device converts the color data of the color image data into color data whose values are assigned in such a manner that the differences between these values and the value of the achromatic color data become larger as the distances away from the value of the achromatic color become larger. The image data coding device then performs entropy coding on the color image data.